

PICTURE ROCKS TRANSPORTATION STUDY
PUBLIC OUTREACH AND INVOLVEMENT PLAN

September 2013

1 INTRODUCTION

This Public Outreach and Involvement Plan has been developed to describe in detail how the Arizona Department of Transportation (ADOT), Pima County, Picture Rocks, and the project team will solicit public input; inform and involve the public, elected officials, agencies and stakeholders regarding the Picture Rocks Transportation Study.

This plan is subject to change and may be revised as required. Updates to this plan will be provided as dictated by the study and public involvement process.

STUDY DESCRIPTION

The purpose of this project is to identify the most critical transportation infrastructure needs within the Picture Rocks study area limits and to recommend a program of improvement projects to address those needs. To do this, the project team will take into consideration roadway safety, regional access and mobility, bicycle and pedestrian safety and mobility and rural transit opportunities. The study will also serve as a guide for community and economic development, project funding applications and grants, and project implementation.

PURPOSE AND GOALS OF THE PUBLIC OUTREACH AND INVOLVEMENT PLAN

This plan will help guide ADOT Communications and the project team to obtain meaningful input from the community (elected officials, agencies, public, businesses, and stakeholders). The public involvement process embraces innovation, commitment, transparency and trustworthiness in working with all project stakeholders and strives to create an environment that provides and promotes meaningful dialogue and opportunities for individuals with disabilities or language challenges to participate. The goals of this plan are to outline the process objectives and describe the techniques to be used. Goals of the public outreach program include:

- Engaging stakeholders to help ensure the final report incorporates agency and public input
- Providing clear and accurate information that encourages informed public participation and input
- Providing multiple, convenient ways for interested parties to provide comment
- Providing multiple means through which the public can learn about the project

2 PUBLIC INVOLVEMENT OUTREACH ACTIVITIES

The following listing shows the outreach and input tools that will be used throughout the course of the study. The following listing is in no particular order.

STAKEHOLDER ANALYSIS

Prior to the public meetings, the technical consultant team will meet with, survey and interview the stakeholders to obtain their input and feedback on current issues and deficiencies, discuss ongoing projects as well as their understanding of future conditions. Transit issues and needs will also be discussed as part of the stakeholder analysis.

TECHNICAL ADVISORY COMMITTEE (TAC)

A Technical Advisory Committee (TAC) will be established to oversee and guide the Technical Consultant's work efforts. The TAC includes representation from the appropriate agencies defined by the project team and Pima County as well as Picture Rocks. The TAC will include:

- Citizens for Picture Rocks
- Pima County Department of Transportation
- Pima County Development and Neighborhood Conservation
- Pima County Sheriff's Department
- PAG
- Saguaro National Park, Tucson Mountain District
- ADOT MPD
- ADOT Communications

A Communications representative will attend TAC meetings in person or by phone to provide updates on the public involvement process.

DEVELOP COLLATERAL AND PRINTED MATERIALS

A number of different types of print materials (e.g., fact sheets, frequently asked questions, e-newsletters, online survey) may be prepared to explain the project and provide information on how to participate and comment.

STUDY WEBSITE

A project website will be created and will be maintained by ADOT Communications and/or ADOT MPD to provide information to those with Internet access. The website is hosted by ADOT and will include all study materials, meeting summaries, and the ability to email the project team comments and questions.

OPEN HOUSE/PUBLIC MEETINGS

Two open houses/public meetings will be planned as part of the study. The first open house will focus on the study process, goals and objectives, existing conditions, projected future conditions and identified transportation needs. The public will be able to comment and provide input on the study and transportation needs. The first meeting is TBD.

The second open house will occur once the plan has been created and will be used to share the results of the study, demonstrate the benefits of an improved transportation network, identify potential funding sources and identify next steps.

TELEPHONE COMMENT LINE

A telephone comment line is available, enabling callers to make comments or ask questions about the project. When necessary, a study team member will contact each caller no later than 24 hours on the next business day after the message is received. The telephone comment line number will be published in all public involvement materials. The telephone comment line number is 855.712.8530.

NEWSPAPER ADVERTISING

Newspaper advertisements will be developed to publicize the outreach effort. Newspaper notices could be designed in both black-and-white and color at a size specific to each publication. Newspaper notices will be placed in the most appropriate newspapers and will be published two weeks and one week prior to the public meetings.

CONTACT/COMMENT DATABASE

All comments received will be documented, and a response will be provided. The following methods will be utilized to solicit and/or acquire comments:

- Comment form at the public meetings
- Project website/online comment form
- Telephone information hotline
- E-mail account
- Written letters

A database combining contact information and comments received from the public will be developed. The contact list contains names, addresses, phone numbers, and e-mail addresses of any members of the public who have expressed an interest in the study or have submitted comments. The comment database will maintain all comments received via letter, e-mail,

comment form, and/or phone call. All comments will be entered into the database and categorized. The database is updated on a regular basis, as needed.

3 TITLE VI/ENVIRONMENTAL JUSTICE

Title VI of the Civil Rights Act of 1964 and related statutes assure that all individuals are not excluded from participation in, denied the benefit of, or subjected to discrimination on the basis of race, color, national origin, sex, and disability. Executive Order 12898 on Environmental Justice directs that programs, policies, and activities not have a disproportionately high and adverse human health and environmental effect on minority and low-income populations. The implementation of the PIP should ensure that these protected populations are given the opportunity to participate in this study.